Getting Ready for

GIVE DeKalb County
MAY 7, 2020
Agenda

● The Basics
● Benefits to Participating
● 2019 Results
● What’s New in 2020
● Intro to GiveGab - your 2020 Give DeKalb County platform!
  ○ The GiveGab Basics
  ○ Key Features and Resources
● Registering for Give DeKalb County
● Next Steps and Questions
The Basics

- GiveDeKalbCounty.org | May 7, 2020
  - Online: Midnight to midnight
  - In-person: 8am - 8pm at the Community Foundation

- Eligibility
  - Located in, serving, and/or conducting organizational activities in DeKalb County, IL
  - Legally recognized by the IRS as 501(c)3
  - Legally registered with the Illinois Attorney General’s Office
  - 2020 DeKalb County Nonprofit Partnership (DCNP) members by March 1, 2020
The Basics

- Every nonprofit conducts their own unique campaign
- Must be verified to accept tax deductible donations and in compliance with state charitable solicitation requirements
- Trainings, templates and tools to make the most of your day!
Benefits of Participating

- Learn to utilize digital fundraising tools and modern software
- Raise unrestricted funds
- Re-Engage with your existing supporters
- Increase visibility by connecting with a larger community
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives
2019 Results

Thank You for supporting Give DeKalb County!

Outcomes & Results

$751,050.10 Raised
1,901 Donors
104 Nonprofits
What’s New in 2020

- New Payment Options!
  - Plaid - ACH withdrawal payment option
  - Apple Pay, Google Pay, and Microsoft Pay
- Embeddable donate button
- Filtered donor reports and file exports
- New Donor and IMO/IHO donation Configurations
- Transparent overlays for your own photos!
Who is GiveGab?

GiveGab’s mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

Designed for cause-based organizations, community foundations, higher education institutions, and public media outlets, GiveGab offers a complete suite of products and services including Giving Days, everyday giving, and year-round fundraising solutions. GiveGab provides a quick and easy way for fundraising professionals to raise money online.
Quick Guide To GiveGab

- Safe, secure, and reliable platform
- Ultimate donor experience
  - Mobile responsive
  - Easy-to-use donation form
  - Immediate “Thank You”
- Dedicated platform support team
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for Give DeKalb County website
- Complete transparency with nonprofits and donors
Transparent Pricing

Credit Card:

2.25% Platform Fee  
+  
$0.30 per transaction &  
2.2% transaction fee  
(Stripe)  
=  
4.25% + $0.30

ACH:

2.25% Platform Fee  
+  
$3.00 flat bank fee  
=  
2.25% + $3.00  
**$100 minimum
## Participation Fee

- Deducted from total donations received (no upfront cost to participate)
- Fees cover some of the costs associated with the giving day
- Balance of support provided by Community Foundation/DCNP and volunteers

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<th>Operating Budget</th>
<th>Participation Fee</th>
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<td>&lt;$100,000</td>
<td>$100</td>
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<td>$250</td>
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<tr>
<td>&gt;$3,000,000</td>
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</table>
Donors can cover all fees on behalf of your organization, with more info right in the donation form.

In 2019, 79.33% donors covered fees. Totaling to $12,178.35 in fees covered by donors.
Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- Your Give DeKalb County profile is completely mobile responsive on every page
- Donors can give easily on any internet enabled device
Simple Donation Processing

- All major credit cards accepted
- Quick, easy and fun donation flow
- Log right into your bank using the Plaid/ACH payment
- Securely processed through Stripe
- GiveGab’s chat support available right within the donation form for your supporters!
GiveGab’s Gift Basket makes it quick and convenient for donors to support as many causes in their community as they like!
Instantaneous Donor Delight

- Single gift donations will receive your customizable thank you email!
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Social Share & Fundraising links encourage further online engagement
Giving Day Support & Resources

- Visit Our Help Center
  - https://support.givegab.com/
- Check Our Our Blog
  - https://www.givegab.com/blog/
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand!
  - Look for the little blue chat bubble!
Registering for Give DeKalb County
Give DeKalb County
May 7, 2020
Find Your Organization
and participate in Give DeKalb County 2020

GiveGab Givers

You can search by organization name or EIN (Employer Identification Number)

PARTICIPATE

Don't see your organization listed?
You can create an organization by clicking the button below.

ADD MY ORGANIZATION
Register Your Organization for

Give DeKalb County 2020
Powered by GiveGab

Thank you for your interest in Give DeKalb County!

To participate, organizations must be:
• Located in, serving, and/or conducting organizational activities in DeKalb County, IL
• Legally recognized by the IRS as a 501(c)3 (check IRS compliance here)
• Legally registered with the Attorney General's Office (learn about annual registration here)
• 2020 DeKalb County Nonprofit Partnership (DCNP) members by March 1, 2020 (learn about DNCP membership here or contact dcnp@dekalbccf.org)

Please review the Terms of Participation before registering.

What is your operating budget? *
Please select one choice

<=$100,000

Please report your organization's Employer Identification Number (EIN). If you are not sure what your EIN is, you can search for it for free at Guidestar.org. *
Your Preparation Checklist

Giving Day
May 26, 2020

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

Add Your Organization’s Info
Let potential donors know who you are.

Add Your Story
Tell potential donors why they should contribute.

Add Donation Levels
Show your donors the impact their donation makes.

Add a ‘Thank You’ Message
Personalize your auto-response for donors ahead of time.

Add Fundraisers
Recruit peers for peer fundraisers to expand your network of donors.

Donation Tools

- Add Online Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donation Button

Other Actions

- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile

Get Prepared

Webinars and Workshops
Giving Day Toolkit
GiveGab Content Hub
Your Preparation Checklist

Giving Day!
October 29, 2019

A Message From The Host
You're approved!

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

- Add Your Organization's Info
- Add Your Story
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

Donation Tools
- Manage Sponsor Matching
- Manage Donations

Other Actions
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Your Profile

Get Prepared

- Webinars and Workshops
- Giving Day Toolkit
- GiveGab Customer Success HQ

Share Your Page
https://idog-staging.giveGab.com/organizations
The Basics

- Logo
- Tagline
- Website
- Causes
  - Select up to 3!
Logan’s Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan’s Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her hearts and she’ll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups. Logan’s Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.
Highlighting Impact

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels
Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor’s email when they make a gift
Peer-to-Peer Fundraising

- Use your supporters, board members, volunteers and staff to expand your organization’s reach.
- Each individual creates their own fundraising page and every dollar they raise goes toward your organization’s totals!
- Organizations with fundraisers raise on average **3.4x more** than organizations without fundraisers.
- Admins can easily create and manage pages for them if needed!
Peer-to-Peer Fundraisers

A fundraiser for:
Logan's Pups
Helping find senior dogs loving homes in their last years
Causes: Animals, Education

$100 Raised $500 Goal 1 Donors

Hi, I'm Bridget Cafaro and I'm fundraising for Logan's Pups.

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!
Peer-to-Peer Fundraisers

Give DeKalb County 2020 Fundraising Champions
Find your friends and colleagues to help support your favorite organizations!
Viewing & Sharing Your Profile

Get Set Up

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

Time to launch

61 days

Share Your Page

https://dog-staging.givegab.com/organizations/logan-s-pups
Logan’s Pups
Helping senior dogs find loving homes in their final years

Donate

Donate

$25
Provides one week of
food for a senior pup

$50
Provides a super soft
bed for a loving senior
pup

$100
Helps a family foster
one of our amazing
senior pups

$500
Cover medical expenses for a senior
pup in need

Choose Your Own Amount

Alyssa adopted Logan in 2015, and although he was only with her for a couple of months, he left a huge paw print on her heart and she’ll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered.

To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups.

Logan’s Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old.

Every year, we house, on average, 25 dogs at any time, and help place up to 60 younger dogs in their fur-ever homes.

Your donation will help us continue offering these services for years to come.

Matches
Board of Trustees: #HVBigGive Match
On 3/23 our generous board of trustees will DOUBLE all donations made to our organization during Horace’s Big Give 2018!

$5,000 MATCH $5,000 REMAINING

Fundraising Champions
Bridget Cahavy $0.00
Alyssa Ravenelle $0.00
Tips, Tools, and Resources

The Nonprofit Toolkit has everything you need to reach your Give DeKalb County goals!

- Customizable Templates
- Communication Timelines
- Give DeKalb County Graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!
Resource Toolkits

Find all the info specific to your needs in one of our helpful toolkits below!

- Nonprofit Toolkit
  Explore

- Trainings
  Explore

- P2P Fundraisers Toolkit
  Explore

- Board Member Toolkit
  Explore
Your Next Steps

Take a breath!

- If this is your first time participating in Give DeKalb County, enjoy this process!
- Your role as a nonprofit administrator can seem overwhelming
- You don’t need to compete for incentives and prizes
- Give DeKalb County may not be the right fit for all of your donors - that’s okay!
Your Next Steps

- Register for Give DeKalb County by April 1st
- Follow Give DeKalb County on Facebook & Instagram!
  - Use #GiveDeKalbCounty
  - Recognize sponsors of Give DeKalb County
- Watch your inbox for important emails
- Sign up for upcoming trainings
- Explore the Nonprofit Toolkit